



August 8, 2006

**SUBJECT:** Study Issue: Consider Revisions to Council Policy 7.3.22  
Recognition of Donations and Use and Layout of Plaques

**REPORT IN BRIEF**

The purpose of this report is to address the Study Issue – Consider Revisions to Council Policy 7.3.22: Recognition of Donations and Use and Layout of Plaques (See Attachment A: Study Issue Paper PRD-02) in order to provide guidelines for plaques in recognition of the contributions of citizens who have made significant non-monetary contributions to the Sunnyvale community such as donations of volunteer time, and to consider consolidating sections of two policies that address recognition of community members into a single, more comprehensive and clear policy. Currently three City Council policies cover several ways contributions by members of the community can be formally recognized by Council. These include Council Policies 7.3.22: Recognition of Donations and Use and Layout of Plaques (Attachment B); 7.3.20: Council Resolutions, Proclamations, Certificates and Letters of Public Recognition (Attachment C), and 7.3.23: Naming/ Renaming Parks and Recreation Facilities (Attachment D).

Policies from ten other cities were reviewed and compared to Sunnyvale's to see where similarities and potential areas of improvement could be made to Sunnyvale' policies and address ways to recognize an individual or group's donation of voluntary time to the Sunnyvale community. While most of the other city policies were very similar to each other and to Sunnyvale's existing Council policies, Sunnyvale's Recognition of Donations and Use and Layout of Plaques policy could be improved to provide for the recognition of contributions of citizens who have made significant voluntary donations of time to the Sunnyvale community. In addition, sections from two of the three Council policies could be revised and combined so that all recognition related policies would be found in one policy document.

Staff recommends:

Revise Council Policy 7.3.22 Recognition of Donations and Use and Layout of Plaques current wording related to the recognition of donations of \$20,001 and above to include the recognition of contributions of citizens who have made significant voluntary donations of time to the community;

Revise Council Policy 7.3.22 Recognition of Donations and Use and Layout of Plaques to include additional wording regarding the maintenance and upkeep of plaques installed on city facilities;

Combine the section of existing Council policy 7.3.22 Recognition of Donations and Use and Layout of Plaques that addresses the use of plaques for the recognition of donations, into Council policy 7.3.20 Council Resolutions, Proclamations, Certificates and Letters of Public Recognition, revise and rename the policy, "Council Recognition of Individuals, Organizations and /or Events" (See Attachment E).

The Parks and Recreation Commission heard this item during a special meeting on July 25, 2006, and recommends:

- Alternative No. 1: Revise Council Policy 7.3.22 Recognition of Donations and Use and Layout of Plaques current wording that relates to donations of \$20,001 and above to include the recognition of contributions of citizens who have made significant voluntary donations of time to the community as noted under Alternative No. 1 on page 9 of this report;
- Alternative No. 3: Include additional wording on the maintenance and upkeep of plaques installed on city facilities as found on page 12 of this report, and;
- Alternative No. 4: Combine the wording of Council policy 7.3.22 and policy 7.3.20 into one policy on "Council Recognition of Individuals, Organizations and/or Events as noted in Attachment E of this report.

## **BACKGROUND**

In March 2005, representatives from Serra Little League requested and received permission from Sunnyvale City Council to install a 7" by 9" plaque on the backstop at Serra Park Ball Field No.1 in memory of their long-time friend and Sunnyvale resident Robert Owen Bernhardt. (Reference RTC No. 05-056 Serra Little League Request for a Memorial Recognition Plaque.) Mr. Bernhardt served as coach, manager and umpire of the League for 32 years before he became ill with cancer and could no longer serve as a volunteer.

When representatives from the Serra Little League first approached staff, they were directed to options provided by Council Policy No. 7.3.20 Council Resolutions, Proclamations, Certificates and Letters of Public Recognition, in which the Mayor and/or City Council could request either a formal Resolution, a Council Proclamation or a less formal Mayor Proclamation to honor Mr. Bernhardt's contributions, and the proclamation would be presented to the Bernhardt family. Another option provided in Council Policy 7.3.22 Recognition of Donations and Use and Layout of Plaques, would recognize a donation of funds and/or the purchase of a tree or park bench or similar item in memory of Mr. Bernhardt; but the policy did not provide guidance on the use of a

plaque to recognize the donations of time Mr. Bernhardt contributed to the Community. Finally, the option which was discussed with the league and later approved by Council in February 2006 was covered in Council Policy 7.3.23 Naming/Renaming Parks and Recreation Facilities. That was to name the Serra Park Ball Field No. 1 in honor of Mr. Bernhardt.

None of the three policies provided the means to use a plaque to recognize the donations of volunteer time to the community, other than that used to name a facility or a component of a facility after that individual. Currently, Council Policy 7.3.22 "Recognition of Donations and Use and Layout of Plaques" provides the City Manager with the discretion to install a 3" by 5" plaque on a building, sidewalk, bench, tree, or other public place for various reasons (e.g. in memoriam) to recognize a donation such as a park bench, that would include the name, occasion and date of the donation. Any larger sized plaque, such as the 7" by 9" plaque proposed for Mr. Bernhardt by Serra Little League in March 2005, requires an action by City Council.

The Parks and Recreation Commission suggested this Study Issue, "Consider Revisions to the Council Policy 7.3.22 Recognition of Donations and Use and Layout of Plaques" since the existing policy only refers to ways to recognize donations of a monetary value and does not address the use and layout of plaques in recognition of an individual's contribution of volunteer time to the Sunnyvale community. An expected outcome of the study is to consider clarifying and/or combining existing policies that address the recognition of community members and their contributions into a single policy.

### **EXISTING POLICY**

From the Community Participation Sub-Element:

Goal 7.2B: Achieve a community in which citizens are actively involved in influencing policy decisions, participating in City programs, special projects and events.

7.2b.1f: Publicly recognize citizen involvement, contributions and achievements.

Council Policies:

7.3.22 – Recognition of Donations and Use and Layout of Plaques

7.3.20 – Council Resolutions, Proclamations, Certificates and Letters of Public Recognition

7.3.23 – Naming/ Renaming Parks and Recreation Facilities

## **DISCUSSION**

On a regular basis, members of the public communicate to City Council, Boards and Commissions and/or City staff a desire to memorialize a recently deceased friend, colleague, or family member or to make a monetary donation to the City. Such requests are generally modest in nature and fall into the “plant a tree” or “donate a park bench” category and staff can easily provide the appropriate recognition for this type of donation (less than \$20,000), by referring to the current Council Policy 7.3.22 Recognition of Donations and Use and Layout of Plaques. Based on the amount of the donation, this policy provides for suitable acknowledgment in the form of a “Thank You” letter from a department director or the mayor, or an identifying plaque at the location of the donated item. Donations of a larger amount are also governed by this policy and provide the City Council with “the final authority on all plaques or permanent recognition on public property valued at more than \$20,000.”

The area the current policy does not address is the recognition of donations of a *non-monetary* value, primarily volunteer time to the Sunnyvale community and its organizations. Seeking an appropriate way to formally recognize volunteer contributions to the community by installing a plaque or other type of signage in an appropriate location is the genesis of this report.

### **Other Cities’ Policies**

For the purpose of this report, requests for copies of recognition and plaque policies were made to the League of California Cities, neighboring cities of Santa Clara, Mountain View and Cupertino, and the IG Knowledge Center, a nationwide network of leaders in local government.

Of the ten responses received, all were very similar to the City of Sunnyvale’s policies on Council Resolutions, Proclamations, Certificates and Letters of Public Recognition; Naming/ Renaming Parks and Recreation Facilities, and Recognition of Donations and Use and Layout of Plaques. All the jurisdictions’ policies provide recognition to honor those who have made a significant financial or material donation to their city or county. Those that recognized non-financial contributions by members of the community did so via Council Resolutions, Proclamations, Certificates and Letters of Public Recognition, or by naming a park and recreation facility, or a component of a facility, after the individual who made the significant contribution to the community.

Cities that provided examples of policies having more detailed information on award plaques were from the City of North Las Vegas and the City of Oceanside, California. North Las Vegas’s Citizen and Employee Recognition Policy provides for award plaques for major community service achievements such as City Board Service, major community contributions and acts of

heroism. The Award Plaques are described “featuring the City seal as well as gold or brass lettering” but no further details are provided.

The City of Oceanside’s ‘Policies and Procedure for Naming and Dedication City Facilities’ includes information related to award plaques that could be considered and applied to Sunnyvale’s policy on the use of plaques:

1. The purchase of the plaque would be made by the group or organization nominating the individual for recognition.
2. The City will make every effort to preserve any dedication plaque or other dedicated object. If necessary, due to repair of surrounding areas, construction or redesign of a facility, the plaque or dedication object may be relocated. If the plaque or other dedication object cannot continue to be reasonably maintained or after a period of 10 years, it may be removed by the City.
3. Dedication or memorial plaques may not be placed in or on City facilities without written City approval.
4. The City will not be responsible for upkeep, repair or replacement of any dedication or memorial plaque whose placement was not sponsored by the City.
5. The City Council or the Parks and Recreation Director will have the final authority as to the size, style and placement of any dedicated objects or plaques.

The City of Porterville, California shared their policy on the “Dedication of Buildings and Facilities” which includes alternate, but related wording:

1. “City buildings and facilities including places within City-owned land or facilities, such as a room within a building, can be dedicated in memory of an individual or group who has contributed to the facility or community. A donation or in-kind contribution may be accepted by the Council and recognized by a plaque affixed to the appropriate city building.
2. “The Parks and Leisure Services Commission will oversee this process in the same manner as the “Naming” process.
3. “Any individual, family, or group sponsoring a dedication or memorial must provide sufficient funds to purchase install and maintain the plaque.
4. “The City will make reasonable efforts to preserve plaques but if necessary (due to construction or repairs), the plaque may be relocated. The City Council also reserves the right to remove the plaque.”

While these are only few examples from other communities, the provision of a plaque to commemorate volunteer contributions of an individual or group can vary from a simple process left to the recommendation of staff, and a decision by a Board or Commission, if applicable, or a process requiring the final approval of Council.

It is noted that none of the sample policies contained specific dimensions for the award plaques to be used in the dedication of a facility or component of a facility in honor of the contributions of a community member, nor did they address appropriate types of materials that would be used, other than the City of North Las Vegas refers to gold or brass lettering. This was left to the recommendation of a Board or Commission or staff with approval by Council since plaque types, materials and sizes can vary greatly from the extreme of heavy bronze with long life expectancy to brass or wood, which has a shorter life expectancy.

### **FISCAL IMPACT**

Currently, no fiscal impacts are anticipated. Given a moderate change in the policy, any new awards or plaques would be donated as part of the recognitions or would be absorb within the appropriate departments' operating program.

### **CONCLUSION**

Several of the ten city policies provide the means to recognize voluntary contributions of members of the community as well as donations of monetary value. These city policies contain wording very similar to each other and to Sunnyvale's current Council Policy 7.3.22 Recognition of Donations and Use and Layout of Plaques. With minor wording additions or changes to Sunnyvale's Council policy, the use of plaques or other appropriate signage to recognize contributions such as the donation of volunteer time from members of the community could be readily accommodated. In addition, as the current Council policies that address recognition were reviewed, it became clear that Council's recognition program would be more effective if the related policies were combined into one Council policy.

### **Options to consider include:**

1. Revise Council Policy 7.3.22 Recognition of Donations and Use and Layout of Plaques current wording related to the recognition of donations of \$20,001 and above to include the recognition of contributions such as the donation of volunteer time from members of the community.

This option would revise current wording in the policy at the point where "The citizen or groups offering a donation of more than \$20,000 will be

recognized with a plaque or other suitable recognition in an appropriate location, if desired.”

The current policy continues with wording that is very similar to examples found in other cities’ policies and could easily be changed to include plaques in recognition of the significant contributions of members of the community. The current wording in the policy is found in Attachment B.

2. Revise the policy to include the recognition of contributions such as the donation of volunteer time from members of the community and state the specific types and/or sizes of plaques that would be used.

Since the current policy notes the size of a plaque that could be used to recognize a \$10,001-\$20,000 donation – a plaque approximately 8x10 inches in size. Similar wording could be used to recognize the donations of volunteer time by community members and presented directly to that individual or group, or to the group or organization that has recommended this level of recognition to honor the individual or group’s contribution.

Similar wording could be used for ‘higher level’ or a more significant level of recognition for an individual or group’s community service based on the recommendation of staff or the appropriate Board or Commission. For example, a 9x11 plaque could be presented to an individual or group known to have made voluntary contributions of time to the community over a longer term than would be awarded to an individual or group whose volunteer time was over a shorter period.

Obviously making the determination over the value of someone’s non-monetary contribution to the community in comparison to another person’s may be very difficult. It could also readily appear that an individual’s contribution to the community was considered ‘a less value’ than another’s simply by comparing the size of their award plaque! This situation would lend support to reasons to not specify the types or sizes of plaques to be given in recognition of non-monetary contributions to the community and support either one size for all occasions or leave it as a Council approved decision based on the recommendation of staff and the appropriate Board or Commission.

3. Revise the policy to add wording to clarify the City’s responsibilities to maintain the plaques at the site and over a period of time.

Additional policy statements similar to those used by the City of Oceanside or Porterville, California could be added into Sunnyvale’s current policy to note that the City would not be responsible to maintain any plaque in a

specific location, in perpetuity. Such wording will assist to clarify the City's responsibility before a donation of a plaque is made.

4. Clarify the intent and purpose of the existing policies related to Council recognition, whether or not the wording noted in option 1 is changed, so the available options to recognize Community members and their contributions to the City could be found in a single policy.

There are three Council policies that address the recognition of Sunnyvale citizens: 7.3.20: Council Resolutions, Proclamations, Certificates and Letters of Public Recognition; Policy 7.3.22 – Recognition of Donations and Use and Layout of Plaques, and Policy 7.3.23 – Naming/ Renaming Parks and Recreation Facilities. The sections of policy 7.3.22 that address the recognition of donations could readily be included into policy, 7.3.20 that addresses Council Resolutions, Proclamations, etc. to provide for public recognition. The newly created policy could be renamed to clarify its content. Council policy 7.3.23 Naming/ Renaming Parks and Recreation Facilities would remain as it is since its primary focus is on criteria by which to name a Parks and Recreation Facility.

#### **PUBLIC CONTACT**

Public contact was made through posting of the Parks and Recreation Commission and Council agendas on the City's official notice bulletin board, posting of the agendas and report on the City's web page, publication of the Council agenda in the San Jose Mercury News, and the availability of the report in the City Clerk's office, Library, Parks and Recreation Administration, Community Center and Senior Center.

On July 25, 2006, the Parks and Recreation Commission provided a public hearing on the draft report, "Study Issue: Consider Revisions to Council Policy 7.3.22 Recognition of Donations and Use and Layout of Plaques" during its regularly scheduled meeting.

Copies of this report have been provided to the President of Serra Little League and to the former Serra Little League Chief Umpire who initially spearheaded the effort to install a plaque and then rename ball diamond No. 1 at Serra Park the "Bob Bernhardt Field."

#### **ALTERNATIVES**

1. Revise Council Policy 7.3.22 Recognition of Donations and Use and Layout of Plaques current wording related to the recognition of donations of \$20,001 and above to include the recognition of contributions such as the



donation of volunteer time from members of the community. The revised sections of the policy will read as follows (changes noted in **bold**)

### Other Occasions

Frequently, requests are made to have plaques placed on buildings, sidewalks, benches, trees, or other public places for various reasons (e.g., in memoriam). City policy is to recognize donations of items **and contributions to the Community by individuals or groups** with a plaque or other appropriate permanent identification based on the following tiered approach:

Donation	Award
\$1 — \$5,000 Donation	A letter from the City Department Director in receipt of the donated gift.
\$5,001 — \$10,000 Donation	A certificate of appreciation from the Mayor recognizing the donation to the City.
\$10,001 — \$20,000 Donation	A plaque (approximately 8x10 inches in size) from the City to the donor recognizing the donation.
<b>Donations of \$20,001 and above, and significant contributions of volunteer time to the Community</b>	The citizen or group offering a donation of more than \$20,000; <b>and the significant contribution of volunteer time by an individual, group or organization</b> will be recognized with a plaque or other suitable recognition in an appropriate location, if desired.

In addition to the above, the City Manager has the discretion to publicly recognize smaller donations (such as park benches) with an appropriately sized and located plaque. This would be for cases where there is a discrete item donated that lends itself to a small plaque or marker. In these cases, the plaque or marker would be no larger than 3x5 inches and would simply include the name, occasion and date. *The Library's program in which bookplates are inserted into books donated in honor or memory of people in the community is an example of this policy.* The full cost of any such recognition is to be borne by the donor.

For those donations (\$20,001 and above), and other **significant contributions to the Community** qualifying for plaques or recognition staff would present a report to the Council suggesting the size, placement and wording of any commemorative plaque, with input from the relevant board or commission. The donor **and/or requesting organization or**

**group** would be consulted as part of the staff recommendation. It is possible that something other than a simple plaque, such as a donor wall, could be an appropriate recognition. A “donor wall” would be a way to recognize multiple contributions of more than \$20,000 for a related donation on one plaque or display.

If the item donated **and/or the recognition of an individual’s or group’s contributions to the Community** does not fall within the jurisdiction of a board or commission, staff would make a recommendation straight to the Council. The City Council has the final authority on all plaques or permanent recognition on public property valued at more than \$20,000.

The cost for designing, producing, installing and maintaining a plaque or other recognition qualifying at the \$20,001 and above level, **including the recognition of an individual’s or group’s contributions to the Community** would be the responsibility of the beneficiary department. If a plaque or recognition is for something that is no longer in use (for example, a bench that has been destroyed or a building demolished), the department would not be responsible for replacing or maintaining the recognition item in perpetuity. Council will have the discretion to give additional appropriate recognition for extraordinarily large or serial donations.

2. Revise the policy to include the recognition of significant contributions of volunteer time from members of the Community, by stating the specific types and/or sizes of plaques that would be used. The revised policy would read as follows (changes noted in **bold**):

#### **Other Occasions**

Frequently, requests are made to have plaques placed on buildings, sidewalks, benches, trees, or other public places for various reasons (e.g., in memoriam). City policy is to recognize donations of items **and to award contributions to the Community by individuals or groups** with a plaque or other appropriate permanent identification based on the following tiered approach:

Donation	Award
\$1 — \$5,000 Donation	A letter from the City Department Director in receipt of the donated gift.
\$5,001 — \$10,000 Donation	A certificate of appreciation from the Mayor recognizing the donation to the City.

Donation	Award
<b><i>Donation of \$10,001 — \$20,000 and significant contributions of volunteer time to the Community</i></b>	<b><i>The citizen or group offering a donation of \$10,000 - \$20,000 and the contribution of meaningful volunteer time by an individual, group or organization will be recognized by a plaque (approximately 8x10 inches in size) from the City to the donor recognizing the donation.</i></b>
<b><i>Donations of \$20,001 and above, and significant contributions of volunteer time to the Community</i></b>	The citizen or group offering a donation of more than \$20,000; <b><i>and the significant contribution of volunteer time by an individual, group or organization</i></b> will be recognized with a plaque ( <b><i>approximately 9X12 inches in size</i></b> ) or other suitable recognition in an appropriate location, if desired.

In addition to the above, the City Manager has the discretion to publicly recognize smaller donations (such as park benches) with an appropriately sized and located plaque. This would be for cases where there is a discrete item donated that lends itself to a small plaque or marker. In these cases, the plaque or marker would be no larger than 3x5 inches and would simply include the name, occasion and date. *The Library's program in which bookplates are inserted into books donated in honor or memory of people in the community is an example of this policy.* The full cost of any such recognition is to be borne by the donor.

For those donations (\$20,001 and above), and the ***significant contribution of volunteer time to the Community*** qualifying for plaques or recognition staff would present a report to the Council suggesting the size, placement and wording of any commemorative plaque, with input from the relevant board or commission. The donor ***and/or requesting organization or group*** would be consulted as part of the staff recommendation. It is possible that something other than a simple ***9x12 inch*** plaque, such as a donor wall, could be an appropriate recognition. A "donor wall" would be a way to recognize multiple contributions of more than \$20,000 for a related donation on one plaque or display.

If the item donated ***and/or the recognition of an individual's or group's contribution of volunteer time to the Community*** does not fall within the jurisdiction of a board or commission, staff would make a recommendation straight to the Council. The City Council has the final authority on all plaques or permanent recognition on public property valued at more than \$20,000.

The cost for designing, producing, installing and maintaining a plaque or other recognition qualifying at the \$20,001 and above level, **including the recognition of an individual's or group's contribution of volunteer time to the Community** would be the responsibility of the beneficiary department. If a plaque or recognition is for something that is no longer in use (for example, a bench that has been destroyed or a building demolished), the department would not be responsible for replacing or maintaining the recognition item in perpetuity. Council will have the discretion to give additional appropriate recognition for extraordinarily large or serial donations.

3. Revise policy to include additional wording regarding the maintenance and upkeep of plaques installed on city facilities. The additional wording would read as follows:

- 1. The City will make every effort to preserve any dedication plaque or other dedicated object. If necessary, due to repair of surrounding areas, construction or redesign of a facility, the plaque or dedication object may be relocated. If the plaque or other dedication object cannot continue to be reasonably maintained it may be removed by the City.**

- 2. Dedication or memorial plaques may not be placed in or on City facilities without written City approval.**

4. Combine the section of Council policy 7.3.22 Recognition of Donations and Use and Layout of Plaques that addresses the use of plaques for the recognition of donations, into Council policy 7.3.20 Council Resolutions, Proclamations, Certificates and Letters of Public Recognition and revise and rename the policy, "Council Recognition of Individuals, Organizations and /or Events" (See Attachment E where additions and changes are noted in **bold**)
5. Implement Alternative No. 2 but with a different description of the recognition plaque(s) as deemed appropriate by Council.
6. Take other action(s) as deemed appropriate by Council.

### **RECOMMENDATION**

The Parks and Recreation Commission heard this item during a special meeting on July 25, 2006, and recommends:

- Alternative No. 1: Revise Council Policy 7.3.22 Recognition of Donations and Use and Layout of Plaques current wording that relates to donations of \$20,001 and above to include the recognition of contributions of citizens who have made significant voluntary donations of time to the community, as noted under Alternative No. 1 on page 9 of this report;
- Alternative No. 3: Include additional wording on the maintenance and upkeep of plaques installed on city facilities as found on page 12 of this report, and;
- Alternative No. 4: Combine the wording of Council policy 7.3.22 and policy 7.3.20 into one policy on “Council Recognition of Individuals, Organizations and/or Events as noted in Attachment E of this report.

Staff recommends:

Alternative No. 1: Revise Council Policy 7.3.22 Recognition of Donations and Use and Layout of Plaques current wording related to the recognition of donations of \$20,001 and above to include the recognition of contributions such as the donation of volunteer time from members of the community.

Alternative No. 3: Revise Council Policy 7.3.22 to include additional wording regarding the maintenance and upkeep of plaques installed on city facilities; and

Alternative No. 4: Combine the section of Council policy 7.3.22 Recognition of Donations and Use and Layout of Plaques that addresses the use of plaques for the recognition of donations, into Council policy 7.3.20 Council Resolutions, Proclamations, Certificates and Letters of Public Recognition and revise and rename the policy, “Council Recognition of Individuals, Organizations and /or Events” (Attachment E).

The initial request for the policy revision was in response to a request from the community to install a plaque in memory of a citizen who had not been deceased for the period of time dictated in the Naming/Renaming Parks and Recreation Facilities policy. While that policy was updated in October 2005 to eliminate the waiting period (reference RTC No. 05-284), the desire to provide guidelines for plaques in memory of or to recognize the contributions of citizens who have made give significant amounts of volunteer time to the Sunnyvale community still prevails. As City Council considers these revisions it is also timely to combine the recognition policies into one document.

Reviewed by:

---

David A. Lewis, Director, Parks and Recreation  
Prepared by: Cathy E. Merrill, Assistant to the Director

Approved by:

---

Amy Chan  
City Manager

**Attachments**

- A. Study Issue Paper PRD-02: Consider Revisions to Council's Recognition and Plaque Policy No. 7.3.11 \*
- B. Council Policy No. 7.3.22 – Recognition of Donations and Use and Layout of Plaques \*
- C. Council Policy 7.3.20 – Council Resolutions, Proclamations, Certificates and Letters of Public Recognition
- D. Council Policy 7.3.23 – Naming/Renaming Parks and Recreation Facilities \*

*\* In July 2005 all Council policies were reviewed and if necessary, clerical changes were made to make the policies more clear. As a result, the numbering and titles of some of the policies changed. For the purpose of this report the most recent versions are used.*

- E. Suggested (Revised) Council Policy 7.3.XX – Council Recognition of Individuals, Organizations and/or Events

## **ATTACHMENT A**

### **Study Issue Paper PRD-02 Consider Revisions to Council's Recognition and Plaque Policy No. 7.3.11 \***

\* In July 2005 all Council policies were reviewed and if necessary, clerical changes were made to make the policies more clear. As a result, the numbering and titles of some of the policies changed. For the purpose of this report the most recent versions are used.

**Proposed New Council Study Issue**

**Number** PRD-02

**Status** Pending

**Calendar Year** 2006

**New or Old** New

**Title** Consider Revisions to Council's Recognition and Plaque Policy No. 7.3.11

**Lead Department** Parks and Recreation

**Element or SubElement** Community Participation

**1. What are the key elements of the issue? What precipitated it?**

On January 12, 2005, the Parks and Recreation Commission heard the Serra Little League's desire to donate a 7" by 9" plaque to be installed on the backstop fence at Serra Park ballfield in memory of the contributions an individual had volunteered to the League over a 30 year period. During that meeting, the Commission noted that current Council policy did not adequately address a way to recognize or accept this non-monetary donation.

Key issues include a review of existing City policy, its application to various types of requests for recognition, and areas not covered by the current policy - such as non-monetary contributions from citizens that are made to local community organizations and those made to the City that are not of a monetary value.

**2. How does this relate to the General Plan or existing City Policy?**

From the Community Participation Sub-Element:

Goal 7.2B. Achieve a community in which citizens are actively involved in influencing policy decisions, participating in City programs, special projects and events.

7.2B.1f. Publicly recognize citizen involvement, contributions and achievements.

From Legislative Policy Manual:

Council Policy 7.3.11 – Recognition and Plaque Policy

**3. Origin of issue**

**Council  
Member(s)**  
**General Plan**  
**City Staff**  
**Public**  
**Board or  
Commission**

Parks and Recreation Commission

**Board or Commission ranked this  
study issue \_\_\_\_ of \_\_\_\_**  
3 of 5



**Board or Commission ranking comments**

At their October 12, 2005, meeting, the Parks and Recreation Commission ranked this study issue No. 3 out of 5 study issues ranked for Council consideration in calendar year 2006.

4. Multiple Year Project? No    Planned Complete Date 2006

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments)

Consultants	0
Office of the City Attorney	10
Office of the City Manager	10
Parks and Recreation	40
<hr/>	
Total Hours	60

6. Expected participation involved in the study issue process?

Does Council need to approve a work plan?	No
Does this issue require review by a Board/Commission?	Yes
If so, which?	
Parks and Recreation Commission	
Is a Council Study Session anticipated?	No
What is the public participation process?	
Public hearings will be scheduled during the Parks and Recreation Commission and City Council meetings.	

7. Cost of Study

Operating Budget Program covering costs  
601 Parks and Recreation Administration

Project Budget covering costs  
Budget modification \$ amount needed for study  
Explain below what the additional funding will be used for

8. Potential fiscal impact to implement recommendations in the Study approved by Council

Capital expenditure range    None  
Operating expenditure range    None  
New revenues/savings range    None  
Explain impact briefly

9. Staff Recommendation for this calendar year

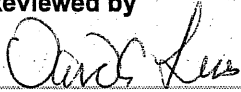
Recommendation    None

If 'For Study' or 'Against Study', explain

**Note:** If staff's recommendation is 'For Study' or 'Against Study', the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing

services/priorities.

Reviewed by

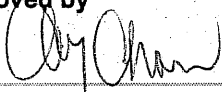


Department Director

10-25-05

Date

Approved by



City Manager

10/25/05

Date

## **ATTACHMENT B**

### **Council Policy No. 7.3.22 Recognition of Donations and Use and Layout of Plaques \***

\* In July 2005 all Council policies were reviewed and if necessary, clerical changes were made to make the policies more clear. As a result, the numbering and titles of some of the policies changed. For the purpose of this report the most recent versions are used.

## COUNCIL POLICY MANUAL

**Policy 7.3.22 Recognition of Donations and Use and Layout of Plaques**

---

**POLICY PURPOSE:**

The purpose of this policy is to establish guidelines as to the use and layout of plaques or other appropriate forms of recognition of donations on City property.

**POLICY STATEMENT:****Dedication of Buildings**

When buildings are dedicated or remodeled through the use of public funds, it is traditional practice to have a plaque installed dedicating the building. When such plaques are desired, the inscription on such plaques shall be limited to:

1. Facility name;
2. An inscription of dedication, if appropriate;
3. The date of dedication;
4. The names of seven Councilmembers in office at the time of dedication, plus the names of the Councilmembers in office since the project was budgeted<sup>1</sup>;
5. The title of the Mayor and Vice Mayor at the time of dedication;
6. The name of the City Manager;
7. The name of the appropriate Department Director. If the plaque is for the dedication of major remodeling or expansion of a facility and a previous plaque(s) existed, those plaques will be retained and appropriately displayed in the facility.

---

<sup>1</sup> In this context budgeted means the Council which approved the one-year budget which officially commences a project, even though it may have been planned earlier in the 10-year Resource Allocation Plan.

## COUNCIL POLICY MANUAL

### Other Occasions

Frequently, requests are made to have plaques placed on buildings, sidewalks, benches, trees, or other public places for various reasons (e.g., in memoriam). City policy is to recognize donations of items with a plaque or other appropriate permanent identification based on the following tiered approach:

\$1 — \$5,000 Donation	A letter from the City Department Director in receipt of the donated gift.
\$5,001 — \$10,000 Donation	A certificate of appreciation from the Mayor recognizing the donation to the City.
\$10,001 — \$20,000 Donation	A plaque (approximately 8x10 inches in size) from the City to the donor recognizing the donation.
\$20,001 and above	The citizen or group offering a donation of more than \$20,000 will be recognized with a plaque or other suitable recognition in an appropriate location, if desired.

In addition to the above, the City Manager has the discretion to publicly recognize smaller donations (such as park benches) with an appropriately sized and located plaque. This would be for cases where there is a discrete item donated that lends itself to a small plaque or marker. In these cases, the plaque or marker would be no larger than 3x5 inches and would simply include the name, occasion and date. *The Library's program in which bookplates are inserted into books donated in honor or memory of people in the community is an example of this policy.* The full cost of any such recognition is to be borne by the donor.

For those donations qualifying for plaques or recognition (\$20,001 and above), staff would present a report to the Council suggesting the size, placement and wording of any commemorative plaque, with input from the relevant board or commission. The donor would be consulted as part of the staff recommendation. It is possible that something other than a simple plaque, such as a donor wall, could be an appropriate recognition. A “donor wall” would be a way to recognize multiple contributions of more than \$20,000 for a related donation on one plaque or display.

If the item donated does not fall within the jurisdiction of a board or commission, staff would make a recommendation straight to the Council. The City Council has the final authority on all plaques or permanent recognition on public property valued at more than \$20,000.

The cost for designing, producing, installing and maintaining a plaque or other recognition qualifying at the \$20,001 and above level would be the responsibility of the beneficiary department. If a plaque or recognition is for something that is no longer in use (for example, a bench that has been destroyed or a building demolished), the department would not be responsible for replacing or maintaining the recognition item in perpetuity. Council will have the discretion to give additional appropriate recognition for extraordinarily large or serial donations.

(Adopted: RTC 85-362 (7/16/1985); Amended: 00-142 (5/16/2000); (Clerical/clarity update, Policy Update Project 7/2005))

Lead Department: Department of Parks and Recreation

## **ATTACHMENT C**

Council Policy 7.3.20  
Council Resolutions, Proclamations, Certificates and  
Letters of Public Recognition

## COUNCIL POLICY MANUAL

**Policy 7.3.20 Council Resolutions, Proclamations, Certificates and Letters of Public Recognition**

---

**POLICY PURPOSE:**

This policy is designed to establish consistent criteria and procedures for official Council recognition of individuals, organizations, and/or events.

**POLICY STATEMENT:**

It is the policy of the City to recognize noteworthy contributions and achievements of individuals and organizations through resolutions, proclamations, certificates and letters, in accordance with the criteria contained in this policy and at the discretion of the Mayor where noted. These forms of recognition are not intended for partisan, commercial or narrow individual purposes, as such purposes are inconsistent with the overall policies of the City Council.

**1. Formal Resolutions**

A formal Resolution of recognition or appreciation is the highest Council honor reserved for individuals and organizations that have made extraordinary, lasting, and significant contributions to the community.

All requests for Resolutions should be directed to the Mayor's office for review. Formal resolutions are approved only by action of the City Council at a Council meeting in the following manner: In the form of a motion, the City Council will direct the City Attorney to prepare a formal Resolution. Approved Resolutions will be numbered, logged, signed by the Mayor and the City Clerk, with a copy maintained in the City Clerk's records.

At the discretion of the Mayor and Council, the Resolution may be prepared for signature by all members of the City Council for presentation to the honored individual or organization. The Mayor shall determine whether the presentation should be made at a Council meeting. If presented at a Council meeting, the Mayor and/or his/her designee shall make the presentation under "Special Orders of the Day."

**2. Proclamations (Ceremonial Resolutions)**

Proclamations are also reserved for accomplishments and/or events of significant importance to the Sunnyvale community. Proclamations (Ceremonial Resolutions) are less formal than official Resolutions of the City Council. They do not require formal vote or action by the Council at a Council meeting, are prepared by the Executive Admin to Council, not by the City Attorney, and are not numbered and filed by the City Clerk. Proclamations are used for various forms of recognition, including:

- A. Recognition of individuals and organizations whose contributions and achievements have community-wide significance;
- B. Recognition of Sunnyvale residents on the occasion of their 100<sup>th</sup> birthday;
- C. To call public attention to a significant community event, service or program;

## COUNCIL POLICY MANUAL

- D. To highlight a special period of observance, celebration, or recognition for community, regional, state, or national occasions.

All requests for Proclamations or Resolutions should be directed to the Mayor's office for review. Proclamations will be issued at the discretion of the Mayor, but may be requested by individual Councilmembers through the Mayor. A copy of each Proclamation is maintained by the Executive Assistant to Council.

The Mayor shall determine whether a proclamation is signed by only the Mayor, or by the entire Council, and whether or not it is appropriate to present the proclamation at a Council meeting or other venue. If presented at a Council meeting, the Mayor and/or his/her designee shall make the presentation under "Special Orders of the Day." If no venue is designated, a Proclamation may be mailed to the recipient.

### 3. Certificates of Recognition

A Certificate of Recognition is similar in appearance to a proclamation, but is less formal. Certificates of Recognition are used to acknowledge individual or group achievement or contributions to the community, or to recognize a noteworthy event or occasion. Certificates of Recognition also are prepared for outgoing members of City Boards and Commissions, and for Sunnyvale residents on the occasion of their 90<sup>th</sup> and 95<sup>th</sup> birthdays. All certificates are signed by the Mayor only.

Certificates of Recognition on behalf of the entire Council do not require Council approval and are issued at the discretion of the Mayor. Individual Councilmembers may request through the Mayor that Certificates be prepared and issued. Certificates will be prepared and filed by the Executive Assistant to Council, with the following exception: Certificates of Recognition for outgoing members of City Boards and Commissions are prepared and filed by the City Clerk.

At the discretion of the Mayor, Mayoral letters of commendation, appreciation, congratulation, recognition, support, or greeting may be prepared on behalf of the entire Council as an alternative to Certificates of Recognition. Such letters may be used for inclusion in community event programs such as sports tournaments, service club or business organization events, and conferences held in the community. Letters shall be signed by the Mayor only, and the Mayor shall determine whether it is appropriate to present a Certificate of Recognition at a Council meeting or other venue. (Nothing in this policy shall prohibit individual Councilmembers from preparing individual notes of appreciation or congratulations to others. In this case, however, no staff support shall be provided and no presentation shall be made at a Council meeting). If presented at a Council meeting, the Mayor and/or his/her designee shall make the presentation under "Special Orders of the Day." If no venue is designated, the Certificate may be mailed to the recipient.

### 4. Letters of Memoriam

A Letter of Memoriam is a short personal note approved by the Mayor, prepared by the City Clerk, and signed by the full City Council in memoriam of an individual who has made a significant contribution to the Sunnyvale community. The Mayor shall determine whether it is appropriate to present a Letter of Memoriam at a Council meeting. It is customary that Council meetings closed in honor of deceased community members be



## COUNCIL POLICY MANUAL

accompanied by letters of memoriam. Following the Council meeting, the letter of memoriam is delivered to family surviving the deceased community member, and a copy is filed with the Clerk's Office.

(Adopted: RTC 91-111 (3/19/1991); (Clerical/clarity update, Policy Update Project 10/2005))

Lead Department: Office of the City Manager

## **ATTACHMENT D**

### **Council Policy 7.3.23 Naming/Renaming Parks and Recreation Facilities \***

\* In July 2005 all Council policies were reviewed and if necessary, clerical changes were made to make the policies more clear. As a result, the numbering and titles of some of the policies changed. For the purpose of this report the most recent versions are used.

## COUNCIL POLICY MANUAL

**Policy 7.3.23 Naming/Renaming Parks & Recreation Facilities**

---

**POLICY PURPOSE:**

The purpose of this policy is to provide the process and responsibility for naming or renaming City Parks and Recreation facilities.

**POLICY STATEMENT:**

Naming Parks and Recreation facilities shall be the responsibility of the City Council. Any name considerations will first be reviewed by the Parks and Recreation Commission who will make a recommendation to the City Council for naming or renaming any park and recreation facility. The following criteria will be utilized in naming Parks and Recreation facilities:

The majority of City parks presently have the name of the planning district in which they are located. Any new parks should follow the same pattern, if possible. Where this is not possible, the following criteria will be given consideration in naming a park or facility within a park:

1. Greatest consideration should be given to a name that has historical significance to the City of Sunnyvale or is in some other way associated with a Sunnyvale event, historical feature, or other community-related action.
2. Where open space has been purchased that was formerly school property or adjoined a school, and the name of the school has community significance or community recognition, consideration of the school name should be given in naming the park.
3. Naming a park for a specific individual will only be considered if that individual has made a significant contribution to the City of Sunnyvale. Names honoring individuals or families of living persons must be supported by compelling reasons.
4. Other name considerations will only be considered if one of the three above criteria does not provide a suitable name.
5. Facilities within a park which have not otherwise been named by Council may be provided identification signs by staff, limited to either the word “Sunnyvale” or the Park’s official name, followed by a generic description of the facility. (e.g. “Las Palmas Dog Park” or “Sunnyvale Skatepark”).

(Adopted: RTC 83-295 (7/5/1983); (Amended: RTC 05-284 (10/18/2005); (Clerical/clarity update, Policy Update Project 11/2005))

Lead Department: Department of Parks and Recreation

## **ATTACHMENT E**

Suggested (Revised) Council Policy 7.3.XX  
Council Recognition of Individuals, Organizations and/ or Events

## COUNCIL POLICY MANUAL

## **Policy 7.3.XX Council Recognition of Individuals, Organizations and/or Events**

### **POLICY PURPOSE:**

This policy is designed to establish consistent criteria and procedures for official Council recognition of individuals, organizations, and/or events **and to recognize the contributions and donations to the City from individuals, groups and organizations.**

### **POLICY STATEMENT:**

It is the policy of the City to recognize noteworthy contributions, **donations** and achievements of individuals and organizations through resolutions, proclamations, certificates, letters, **and plaques** in accordance with the criteria contained in this policy, and at the discretion of the Mayor **or the City Council** where noted. These forms of recognition are not intended for partisan, commercial or narrow individual purposes; as such purposes are inconsistent with the overall policies of the City Council.

#### **1. Formal Resolutions**

A formal Resolution of recognition or appreciation is the highest Council honor reserved for individuals and organizations that have made extraordinary, lasting, and significant contributions to the community.

All requests for Resolutions should be directed to the Mayor's office for review. Formal resolutions are approved only by action of the City Council at a Council meeting in the following manner: In the form of a motion, the City Council will direct the City Attorney to prepare a formal Resolution. Approved Resolutions will be numbered, logged, signed by the Mayor and the City Clerk, with a copy maintained in the City Clerk's records.

At the discretion of the Mayor and Council, the Resolution may be prepared for signature by all members of the City Council for presentation to the honored individual or organization. The Mayor shall determine whether the presentation should be made at a Council meeting. If presented at a Council meeting, the Mayor and/or his/her designee shall make the presentation under "Special Orders of the Day."

#### **2. Proclamations (Ceremonial Resolutions)**

Proclamations are also reserved for accomplishments and/or events of significant importance to the Sunnyvale community. Proclamations (Ceremonial Resolutions) are less formal than official Resolutions of the City Council. They do not require formal vote or action by the Council at a Council meeting, are prepared by the Executive Admin to Council, not by the City Attorney, and are not numbered and filed by the City Clerk. Proclamations are used for various forms of recognition, including:

- A. Recognition of individuals and organizations whose contributions and achievements have community-wide significance;
- B. Recognition of Sunnyvale residents on the occasion of their 100<sup>th</sup> birthday;

## COUNCIL POLICY MANUAL

- C. To call public attention to a significant community event, service or program;
- D. To highlight a special period of observance, celebration, or recognition for community, regional, state, or national occasions.

All requests for Proclamations or Resolutions should be directed to the Mayor's office for review. Proclamations will be issued at the discretion of the Mayor, but may be requested by individual Councilmembers through the Mayor. A copy of each Proclamation is maintained by the Executive Assistant to Council.

The Mayor shall determine whether a proclamation is signed by only the Mayor, or by the entire Council, and whether or not it is appropriate to present the proclamation at a Council meeting or other venue. If presented at a Council meeting, the Mayor and/or his/her designee shall make the presentation under "Special Orders of the Day." If no venue is designated, a Proclamation may be mailed to the recipient.

### 3. Certificates of Recognition

A Certificate of Recognition is similar in appearance to a proclamation, but is less formal. Certificates of Recognition are used to acknowledge individual or group achievement or contributions to the community, or to recognize a noteworthy event or occasion. Certificates of Recognition also are prepared for outgoing members of City Boards and Commissions, and for Sunnyvale residents on the occasion of their 90<sup>th</sup> and 95<sup>th</sup> birthdays. All certificates are signed by the Mayor only.

Certificates of Recognition on behalf of the entire Council do not require Council approval and are issued at the discretion of the Mayor. Individual Councilmembers may request through the Mayor that Certificates be prepared and issued. Certificates will be prepared and filed by the Executive Assistant to Council, with the following exception: Certificates of Recognition for outgoing members of City Boards and Commissions are prepared and filed by the City Clerk.

At the discretion of the Mayor, Mayoral letters of commendation, appreciation, congratulation, recognition, support, or greeting may be prepared on behalf of the entire Council as an alternative to Certificates of Recognition. Such letters may be used for inclusion in community event programs such as sports tournaments, service club or business organization events, and conferences held in the community. Letters shall be signed by the Mayor only, and the Mayor shall determine whether it is appropriate to present a Certificate of Recognition at a Council meeting or other venue. (Nothing in this policy shall prohibit individual Councilmembers from preparing individual notes of appreciation or congratulations to others. In this case, however, no staff support shall be provided and no presentation shall be made at a Council meeting). If presented at a Council meeting, the Mayor and/or his/her designee shall make the presentation under "Special Orders of the Day." If no venue is designated, the Certificate may be mailed to the recipient.

### 4. Letters of Memoriam

A Letter of Memoriam is a short personal note approved by the Mayor, prepared by the City Clerk, and signed by the full City Council in memoriam of an individual who has made a significant contribution to the Sunnyvale community. The Mayor shall determine whether it is appropriate to present a Letter of Memoriam at a Council meeting. It is

customary that Council meetings closed in honor of deceased community members be accompanied by letters of memoriam. Following the Council meeting, the letter of memoriam is delivered to family surviving the deceased community member, and a copy is filed with the Clerk's Office.

## 5. Recognition Plaques

Frequently, requests are made to have plaques placed on buildings, sidewalks, benches, trees, or other public places for various reasons (e.g., in memoriam). City policy is to recognize donations of items with a plaque or other appropriate permanent identification based on the following tiered approach:

<b>\$1 — \$5,000 Donation</b>	<b>A letter from the City Department Director in receipt of the donated gift.</b>
<b>\$5,001 — \$10,000 Donation</b>	<b>A certificate of appreciation from the Mayor recognizing the donation to the City. (See #3 above.)</b>
<b>\$10,001 — \$20,000 Donation</b>	<b>A plaque (approximately 8x10 inches in size) from the City to the donor recognizing the donation.</b>
<b>\$20,001 and above</b>	<b>The citizen or group offering a donation of more than \$20,000 will be recognized with a plaque or other suitable recognition in an appropriate location, if desired.</b>

In addition to the above, the City Manager has the discretion to publicly recognize smaller donations (such as park benches) with an appropriately sized and located plaque. This would be for cases where there is a discrete item donated that lends itself to a small plaque or marker. In these cases, the plaque or marker would be no larger than 3x5 inches and would simply include the name, occasion and date. *The Library's program in which bookplates are inserted into books donated in honor or memory of people in the community is an example of this policy.* The full cost of any such recognition is to be borne by the donor.

For those donations qualifying for plaques or recognition (\$20,001 and above), staff would present a report to the Council suggesting the size, placement and wording of any commemorative plaque, with input from the relevant board or commission. The donor would be consulted as part of the staff recommendation. It is possible that something other than a simple plaque, such as a donor wall, could be an appropriate recognition. A "donor wall" would be a way to recognize multiple contributions of more than \$20,000 for a related donation on one plaque or display.

If the item donated does not fall within the jurisdiction of a board or commission, staff would make a recommendation straight to the Council. The City Council has the final authority on all plaques or permanent recognition on public property valued at more than \$20,000.

The cost for designing, producing, installing and maintaining a plaque or other recognition qualifying at the \$20,001 and above level would be the responsibility of the beneficiary department. If a plaque or recognition is for something that is no longer in use (for example, a bench that has been destroyed or a building

## COUNCIL POLICY MANUAL

**demolished), the department would not be responsible for replacing or maintaining the recognition item in perpetuity. Council will have the discretion to give additional appropriate recognition for extraordinarily large or serial donations.**

- 6. Naming Facilities or Components of Facilities in Recognition of the Contributions of an Individual, Group or Organization shall be the responsibility of the City Council as provided by Council policy addressing the naming/renaming of Parks and Recreation facilities.**

Lead Department: Office of the City Manager